

**Request for Proposals  
Public Awareness Services  
for a Compulsive Gambling Program  
by the Port Authority of Kansas City, Missouri**

## **Background**

The City of Kansas City, Missouri has delegated local administrative oversight of casino gambling operations to the Port Authority of Kansas City, Missouri. As part of their agreements to locate within the city, casinos have made financial contributions to a Problem Gaming Fund which the Port Authority administers. This request for proposal is being underwritten by that Fund. The intent is to support activities that will reduce the incidence of compulsive gambling by residents of Kansas City, Missouri and the surrounding area.

## **Eligibility**

Any entity that can fully respond to the scope of services is eligible to submit a proposal. Applicants may include nonprofit organizations and universities. While there is no geographic limitation, preference will be given to applicants located within Greater Kansas City.

## **Scope of Services**

In its final report to Congress, the National Gambling Impact Study Commission (NGISC) stated it highly recommends students be warned of the dangers of gambling, beginning at the elementary level and continuing through college.<sup>a</sup> In its summary of research, NGISC reported the number of youth at risk of becoming problem gamblers is more than double that of adults. It further reported that some 85 percent of youth between the ages of 12 and 20 have gambled at some point in their lives, and that as many as 1.1 million adolescents between 12 and 18 were past year pathological gamblers – a much higher percentage than adults.

NGISC also recommended that youth, school and collegiate athletic organizations fund educational and prevention programs to help youngsters recognize sports betting is illegal and can have serious consequences. Current research reveals the most common forms of gambling among youth are sports betting, fantasy sports, Internet gaming, skill games/activities (can be virtually anything), ‘casual’ card games, and the Lottery.

The Web site of the National Council on Problem Gambling notes the following<sup>b</sup>:

~ “In a recent review of 14 U.S. and 6 Canadian adolescent gambling studies, (Dr. Durand) Jacobs found that in the past 10 years the number of teenagers ages 12 to 17 reporting serious gambling problems has

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<sup>a</sup> The National Gambling Impact Study Commission was enacted by Congress. Its membership was appointed by the President, the House Speaker and the Senate majority leader. The Commission submitted its report to Congress in June 1999.

<sup>b</sup> Source: **Adolescent Gambling and Problem Gambling Fact Sheet** on the National Council on Problem Gambling Web site, [www.ncpgambling.org](http://www.ncpgambling.org).

increased by 50%, from 10 to 15 percent. The age of onset for gambling has dropped so that now, throughout America, the majority of 12-year-olds have already gambled (Jacobs, 2000)”.

~ “Youth whose parents gambled excessively had twice the number of problems with the law and twice the attempted suicide rate than their classmates (Jacobs, 1989).”

~ “Wynne (1996) found that 48% of juvenile problem gamblers had an age of onset before 10 years of age.”

Since 1999, the Missouri Alliance to Curb Problem Gambling has engaged in underage gambling prevention programs, including a print campaign (posters, brochures), a traveling information exhibit at various education conferences in the state, speakers’ bureau, two in-school addiction awareness programs, and a new video and facilitator’s kit that addresses addiction awareness.

The in-school programs and the facilitator kit are designed for grade levels 6-9. The print campaign targets high school and young college students.

In recognition of the NGISC recommendations and the research available, the Port Authority seeks the services of an entity with experience in outreach and prevention efforts to develop and provide age-appropriate program(s) to supplement the programs currently available (i.e. targeting youth in grades six (6) and below, grades 10-12, and/or college-level students).

Programs should provide students/youth with the information necessary to make healthy decisions, as well as provide information about the resources available to youth may have a problem with gambling, or who have been impacted by a loved one’s problem with gambling. Programs may choose to address problem gambling in tandem with other related disorders, such as substance abuse, domestic violence, depression, etc.

Preference will be given to programs that maximize the cost-benefit ratio with respect to number of youth receiving the services.

The Port Authority will designate an Advisory Committee to work with the selected contractor(s) in the development of the program(s). Members will be drawn from the treatment community and the gaming industry.

### **Contract Period**

The grant term will be one year. This period may be extended, and the scope of work revised, by mutual agreement between the Port Authority and the selected grantee(s). Interim progress reports will be required at six-month intervals.

### **Application Format**

A completed application will consist of 10 copies of the following items:

1. A cover sheet listing the applicant’s
  - a. name

- b. address (a post office box is unacceptable)
  - c. phone number, fax, and email address
  - d. contact person and title
  - e. total project cost for one year
2. The application narrative (described below)
  3. A copy of the applicant's 501(c)(3) determination letter
  5. A copy of the Affirmative Action Program the applicant has adopted. The applicant's Affirmative Action Program must at a minimum provide that (a) it shall not discriminate against any employee or applicant for employment because of race, color, religion, sex or national origin, (b) it shall take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex or national origin, (c) such action shall include, without limitation, employment, upgrading, demotion, or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, and (d) the provisions of the Affirmative Action Program shall be posted in conspicuous places and available to employees and applicants for employment.

Applications should be stapled. Do not enclose applications in notebooks or spiral bindings. Also, do not include any attachments, cassettes, or other materials beyond those listed in this section.

### **Application Narrative**

The application narrative should be no longer than five pages (single-spaced, one-inch margins, 12-point font) and include the following items:

1. A brief history of the applicant, its current services, and highlights of recent projects
2. The applicant's experience in developing public education prevention and outreach programs around health, public policy, or social welfare issues
3. The experience and qualifications of the individual(s) who will be responsible for carrying out the scope of work
4. An overview of lessons learned from other relevant programs that will help to shape the implementation of the requested scope of work. Indicate obstacles, opportunities, and other considerations that affect efforts to change public awareness and attitudes through prevention and outreach programs.
5. A preliminary plan for reaching the target audience which outlines the channels and tools that will be employed as well as a suggested approach for achieving the project goals.

6. The total project budget

### **Submission of Applications**

Application packets must be received by Friday, June 6, 2003. Packets may be mailed, shipped, or hand-delivered. Submission in electronic or facsimile format is not acceptable. The address for submission is:

Port Authority Problem Gaming Fund  
c/o Greater Kansas City Community Foundation  
1055 Broadway, Suite 130  
Kansas City, Missouri 64105

### **Time Schedule**

June 6, 2003	Deadline for submissions
July 2003	Award decision by the Port Authority
August 2003	Commencement of services

### **Review Process**

Staff at the Greater Kansas City Community Foundation and the Problem Gaming Advisory Committee of the Port Authority will review all proposals. The Problem Gaming Advisory Committee will make funding recommendations to the full Port Authority membership, which has final decision-making responsibility.

### **For Additional Information, Contact:**

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